



# Impact of the COVID-19 pandemic on intentions to travel among American Active Considerers

July 2022

Fieldwork period:

21<sup>st</sup> June – 3<sup>rd</sup> July 2022



# Key insights

There is a solid level of demand to travel overseas, with 65% of ACs looking to travel overseas for a holiday in the next 12 months.

ACs are increasingly keen to travel more: 59% of ACs are looking to travel more frequently than they did pre-COVID-19 and there is a strong and growing interest in multi-destination travel as part of a single overseas vacation.

To drive demand for New Zealand holiday, Tourism New Zealand can tap into key reasons ACs are keen to take an overseas holiday - relax & refresh, to have fun & enjoy themselves, to learn & explore new things, and immerse in new cultures.

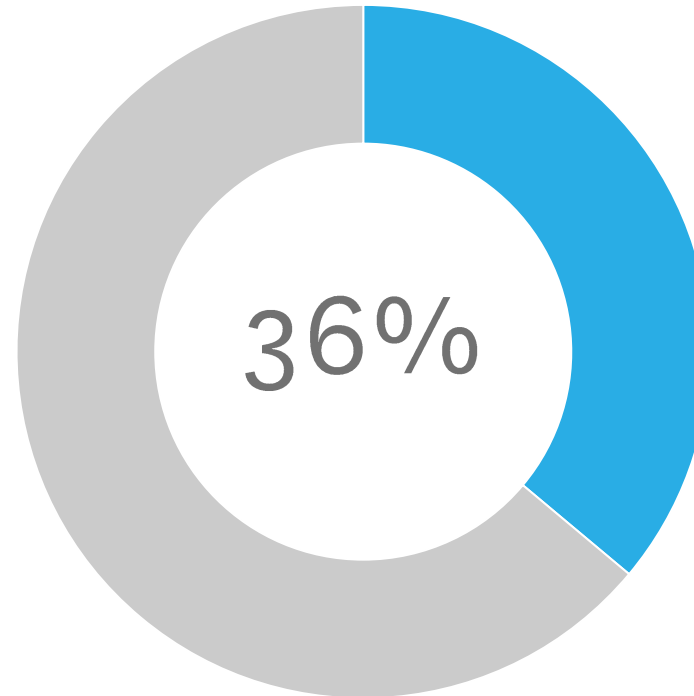
Concerns around the cost of airfares have eased but have remain the key barrier to international travel, while concerns around COVID-19 also remain topical for ACs.

Currently 56% of ACs are looking to travel to New Zealand by the end of New Zealand summer in 2023 – it is important to make sure that ACs are aware that New Zealand is open for travel, as 40% are currently not aware they can come to New Zealand as of now.

# A third of ACs have travelled overseas for a holiday in the last six months

Travelled overseas for a holiday in the last six months

% AC | Jun 22



1. Sample: Active Considerers (AC) June 22 n = 300
2. Q: "Have you travelled overseas on vacation in the last 6 months?"

# Two thirds of ACs are considering travelling overseas within the next 12 months

## Timing of next overseas vacation

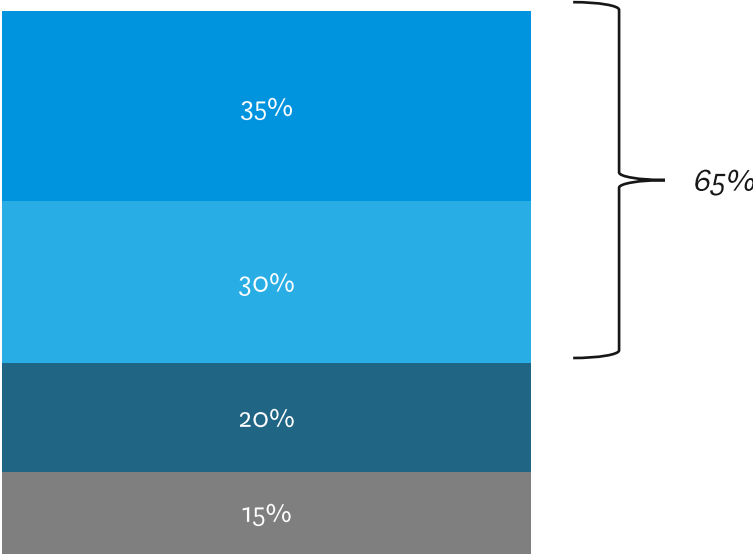
% AC | Jun 22

■ In the second half of 2022

■ In the first half of 2023

■ In the second half of 2023

■ I'm not sure/I don't have any overseas travel planned

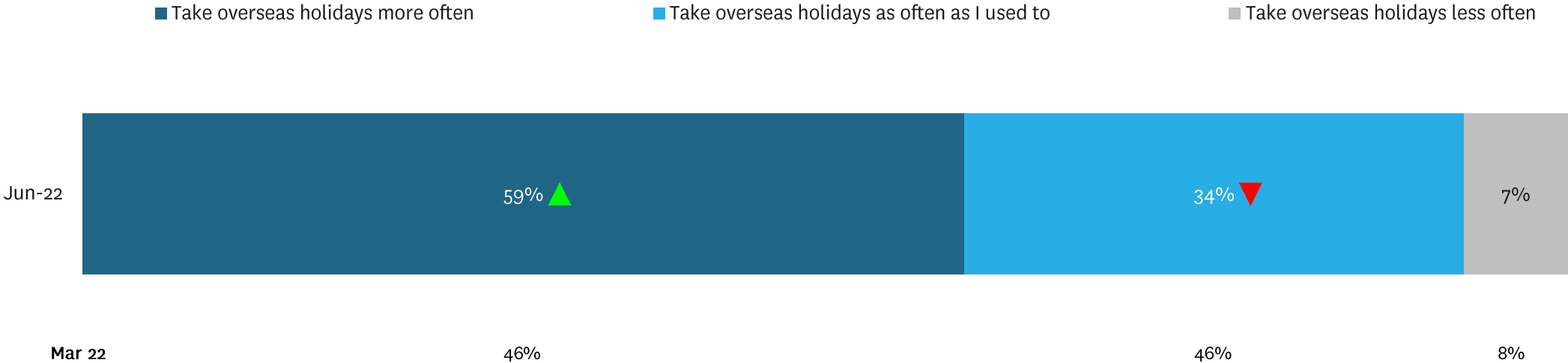


June 22

# ACs are increasingly keen to travel more; with 59% of ACs looking to travel more frequently than they did pre-COVID-19

## Expected change to overseas holiday travel

% AC | Jun 22

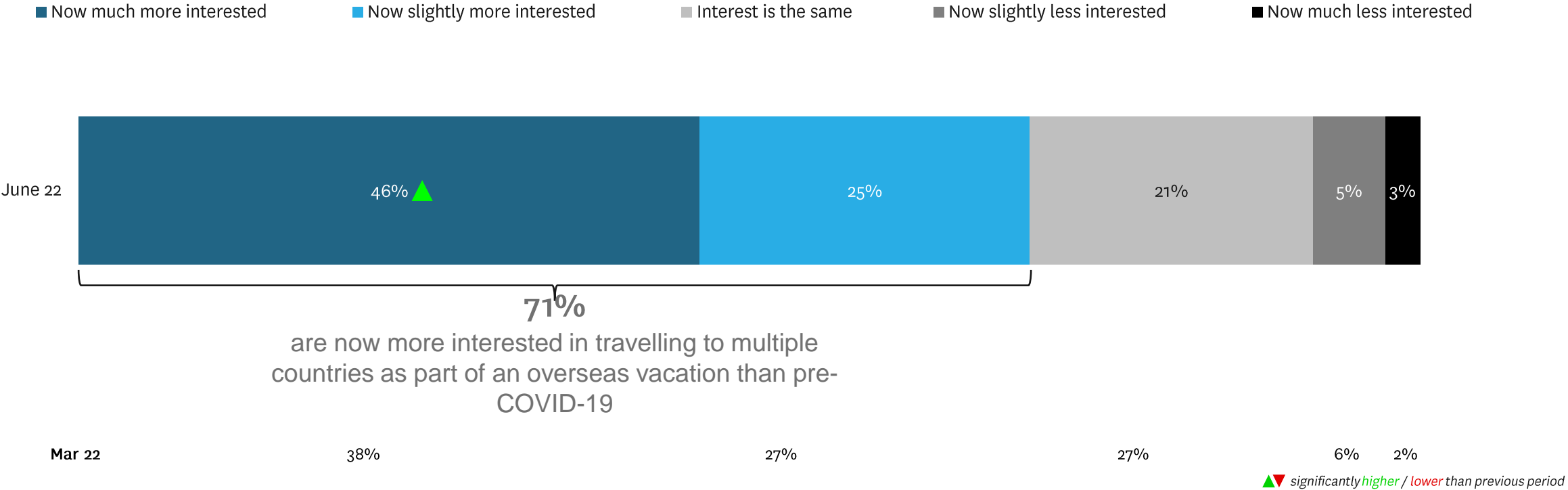


▲▼ significantly higher / lower than previous period

# There is a strong and growing interest in a multi-destination travel as part of a single overseas vacation

## Interest in travelling to multiple countries as part of a single overseas vacation

% AC | Jun 22

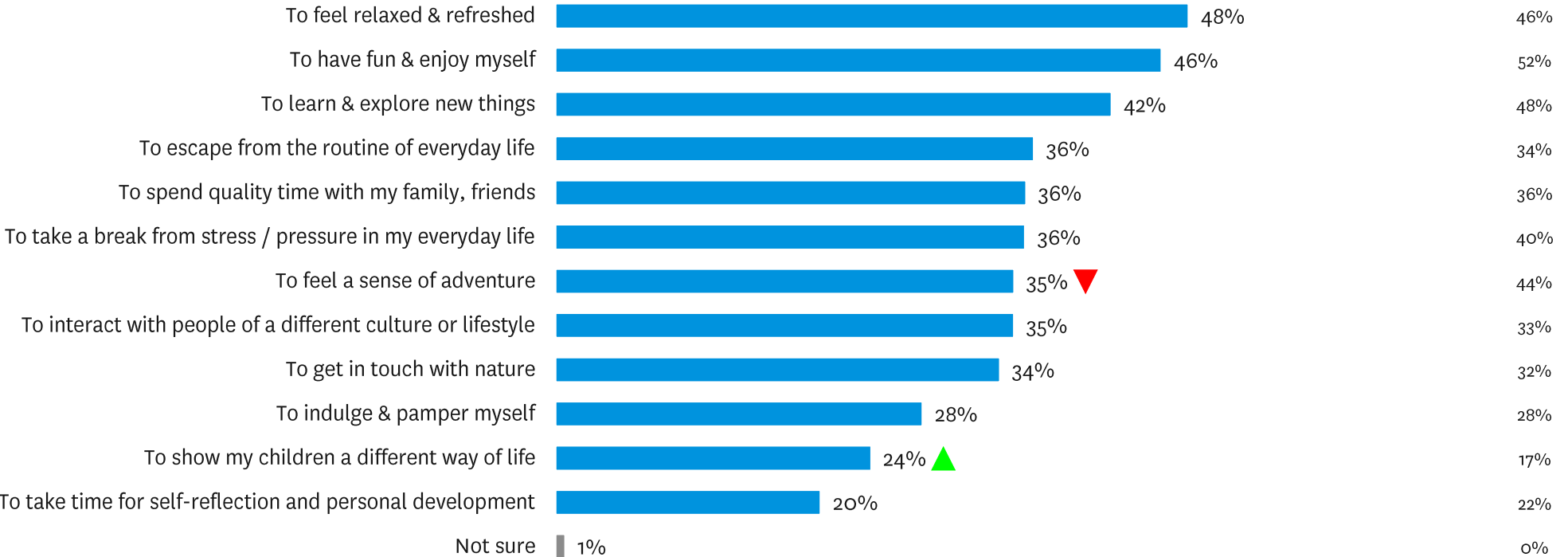


# The key drivers behind ACs overseas holiday desires are to relax & refresh, to have fun & enjoy themselves, and to learn & explore new things

## Needs/reasons driving the desire to travel internationally for a leisure holiday once COVID-19 passes

% AC | Jun 22

Mar 22



▲ ▼ significantly higher / lower than previous period

# ACs are telling us that they are keen to immerse themselves in new cultural experiences and escape daily schedules to rest, relax and recharge

## Needs, reasons, and motivations to take an international vacation

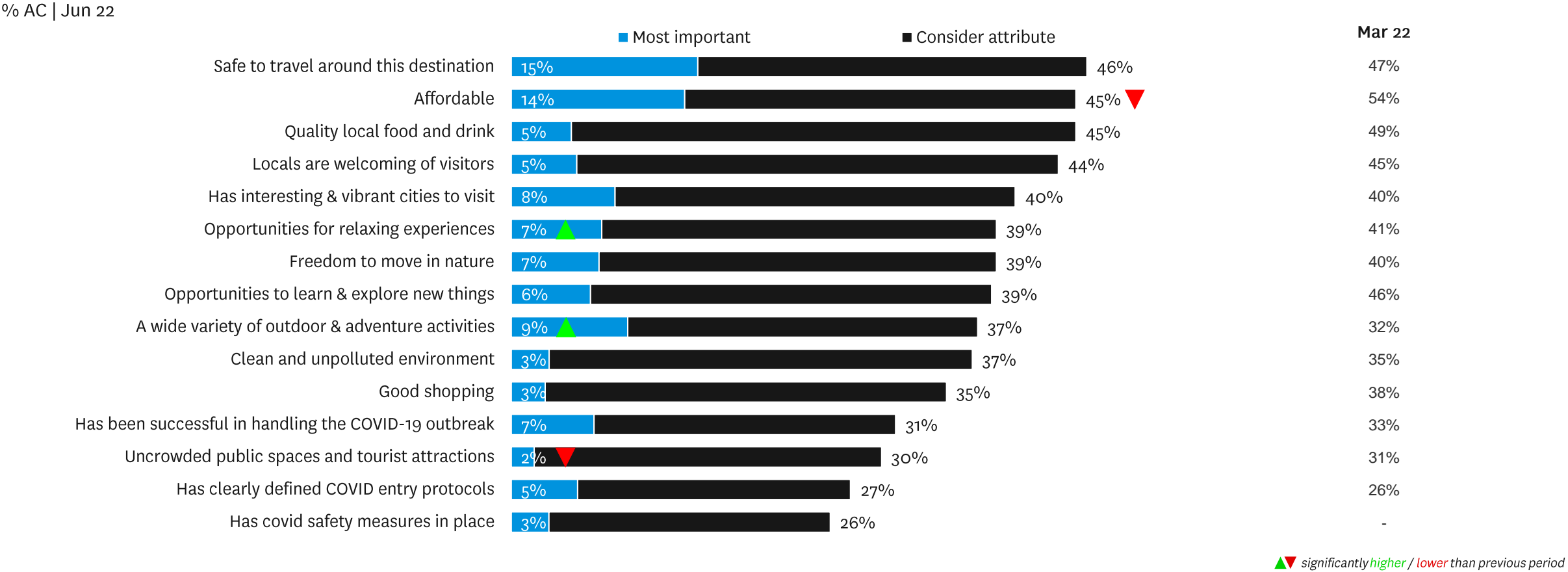
% AC | Jun 22

To immerse in new cultural experience	Escaping to rest, relax and recharge	Exploring natural wonders of the world	Re-connecting with family
<i>“Travel takes us out of our comfort zones and inspires us to see, taste and try new things”</i>	<i>“To get away from my everyday life”</i>	<i>“To see beautiful scenery”</i>	<i>“A need to relax and to have fun and spend quality time with my children. To allow the children to experience different cultures and have memories made and a broadened look at life”</i>
<i>“To see new places and my parents went to New Zealand and Australia and said how nice the people are”</i>	<i>“To be able to relax, clear my mind from everyday stress and daily activities. To be able to not worry as much like I do at home”</i>	<i>“To experience new places with natural beauty, unique wildlife, and friendly people”</i>	
<i>“Make the world seem smaller, closer, less frightening”</i>	<i>“Rest and relax”</i>	<i>“It’s been a lifelong dream to go with my wife and kids and to take in the beautiful scenery”</i>	<i>“Visiting Friends”</i>
<i>“To see both new things and familiar things. For both, its all for the experience”</i>	<i>“Relaxation, learning, general pleasure”</i>	<i>“Experience beautiful landscapes and culturally stimulating experiences esp w/wildlife”</i>	<i>“Money, friends”</i>
<i>“I want to see a new country I want to experience different things I want to broaden my horizon”</i>	<i>“Need to get away from same old grind”</i>		
<i>“To experience a different culture from my own” embrace new culture, history</i>	<i>“Escape from life’s troubles”</i>		
	<i>“A new place with relax experience and try new things”</i>		



# ACs are seeking destinations that are safe to travel around, are affordable and offer a variety of outdoor and adventure activities

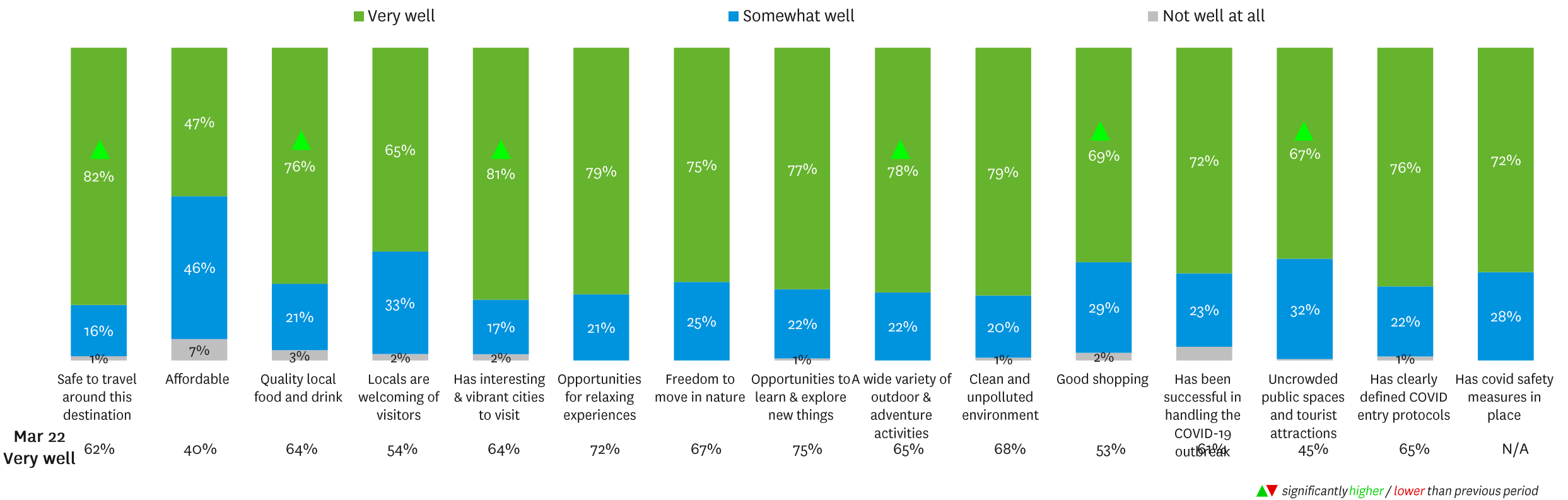
## Attributes considered when choosing destination after COVID-19



# Perceptions of how well New Zealand is delivering on a number of attributes that drive holiday destination choice have improved since the Mar 2022 dip

## Attributes considered New Zealand is delivery when choosing destination after COVID-19

% AC who consider an attribute in their destination choice | Jun 22



# Concerns around cost of airfare have eased but have remained the key barrier to international travel; concerns around COVID-19 remain topical for ACs

## Biggest concerns when it comes to international travel

% AC | Jun 22



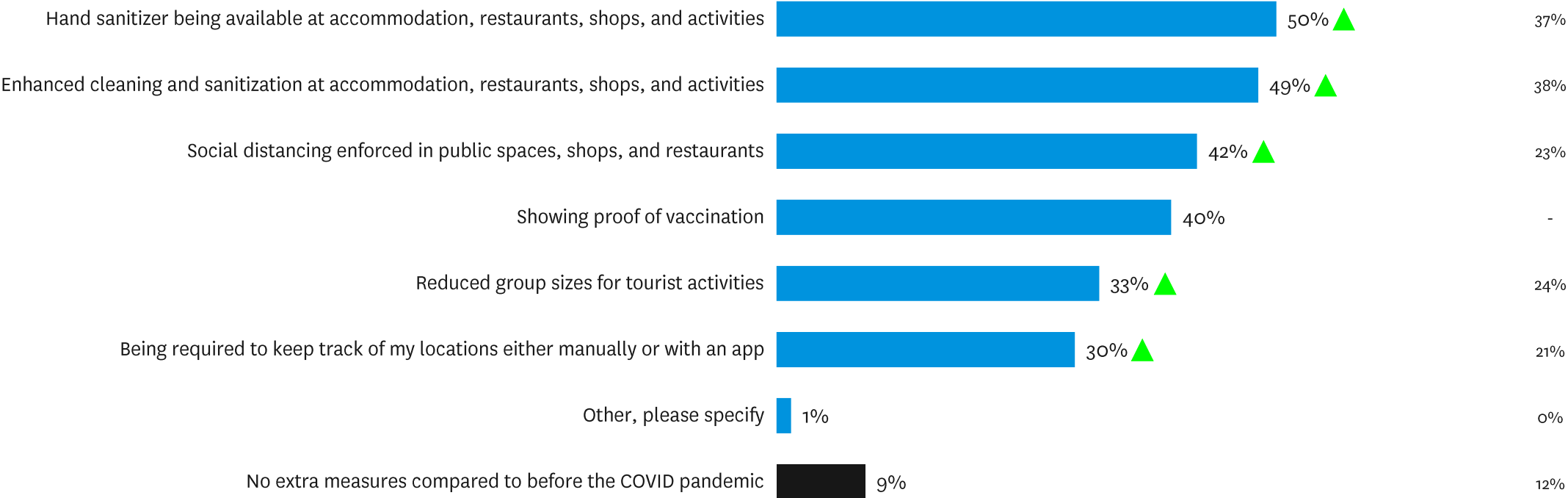
▲ significantly higher / lower than previous period

# ACs would like to see a range of COVID-19 protection measures implemented at their chosen holiday destination

## Measures would like to see implemented at the destination

% AC | Jun 22

Mar 22

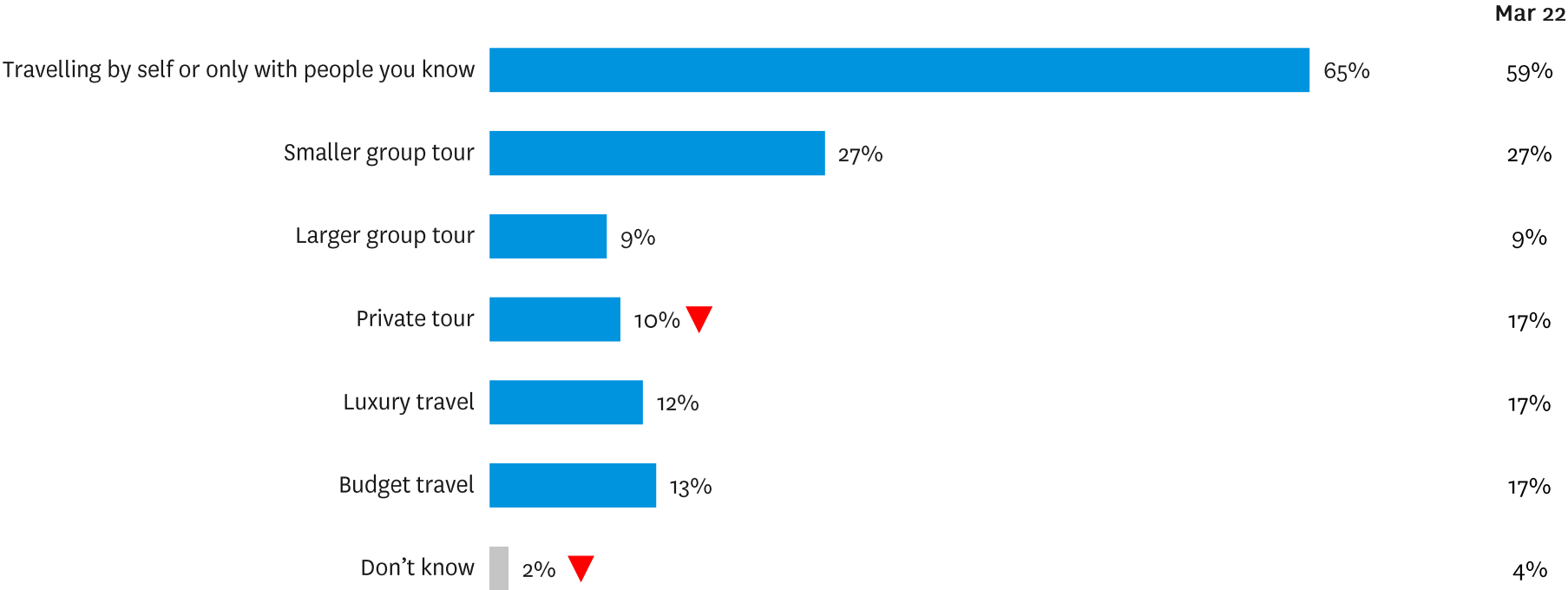


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# Most ACs continue to be interested in travelling alone or with people they know, with larger group tours being the least popular travel option

## Interest in type of international holiday once travel restrictions lift

% AC | Jun 22

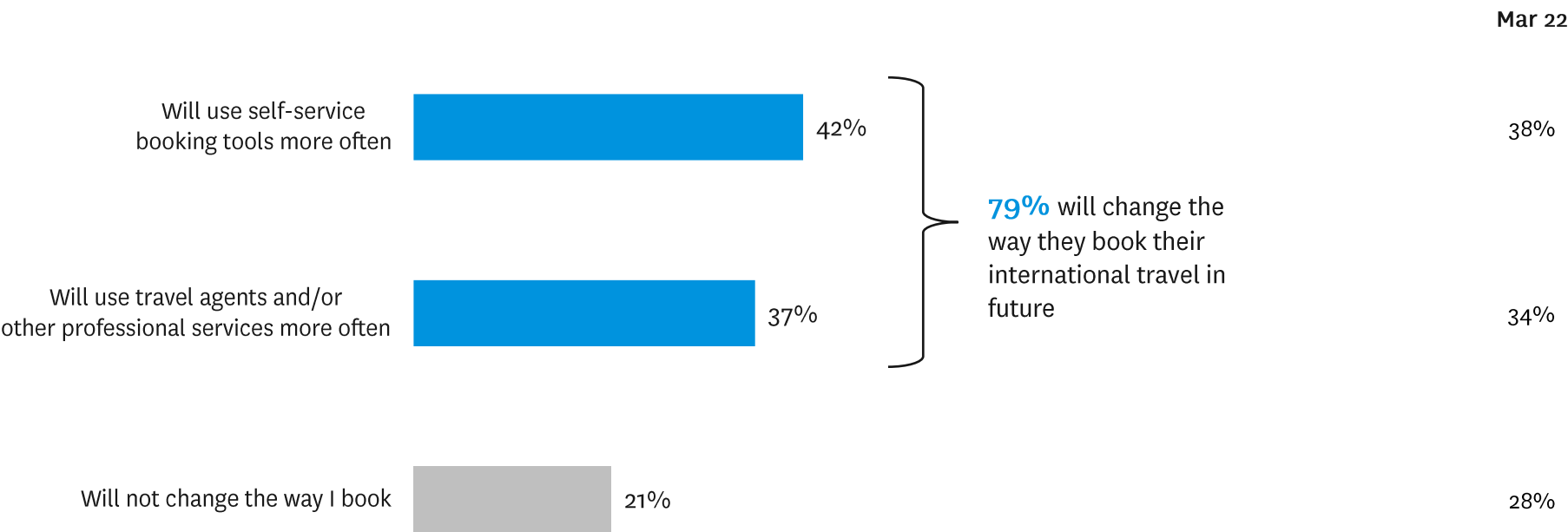


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# Most ACs are likely to change how they book their overseas holiday, with self-service tools and travel agents likely to be used more often

## Changes to overseas holiday booking method compared to pre-COVID-19

% AC | Jun 22

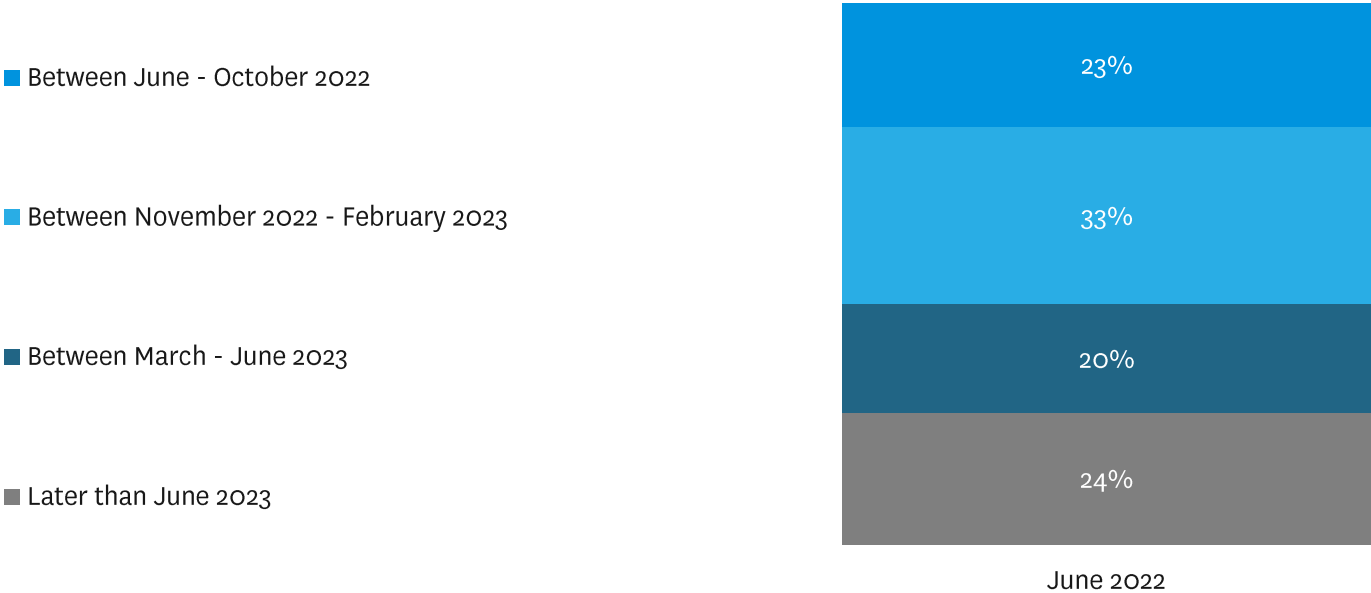


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# 56% of ACs would look to travel to New Zealand by the end of New Zealand summer in 2023

## Visitation plans to New Zealand once self-isolation requirements are removed

% AC | Jun 22

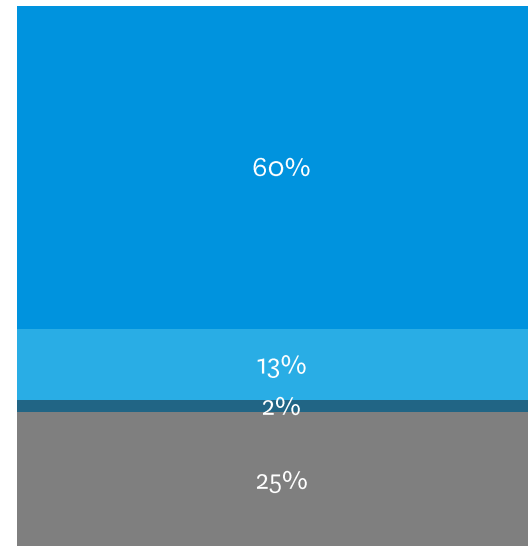


# 40% of ACs are not aware that they can now freely travel to New Zealand

## Knowledge of current New Zealand border status

% AC | Jun 22

- The borders are currently open to tourists
- The borders are currently closed but there is a set date for when borders will open
- The borders are currently closed and there is no confirmed date for borders to open
- Not sure



June 22

1. Sample: Active Considerers (AC) June 22 n = 300
2. Q: "As far as you know, what is the current status of New Zealand borders regarding US tourists travelling to New Zealand?"